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PROMOTION APPROVAL

Promotion: Virginia Slims July V-Wear Continuity and Sweepstakes

Retail Dates: July 4 - 29, 1994

Brand Manager: C. Murray/A. Marrullier

Brand Project Manager: M. Valinoti

Program Overview:

On July 4, Virginia Slims will field the V-Wear "Season to Shine" Continuity Collection with Consumer Sweepstakes overlay. The Continuity catalog will offer 6 new fashion items free with pack UPCs + P&H. In addition, a sweepstakes overlay executed at retail and in general media will award a Grand Prize of an all expense paid $50M shopping spree to Paris. The program will be supported additionally through a national Direct Mail program (1.5MM circ.) and an FSI inserted in key markets (35MM circ.)

In addition, a retail incentive program will be executed to encourage the retailers to place the promotion. Virginia Slims will offer a retailer version of the "Season to Shine" sweepstakes awarding one, all expense paid trip to Paris to 4 lucky, retailers from across the regions.

Program Objective :

To gain retail visibility, increase brand awareness, and to generate volume. The promotion is designed to reward current VS smokers and encourage competitive smokers to try the brand.

Program Description/Execution:

The following provides details for the pack and carton promotions. Additionally, brand is reviewing the possibility of offering a buydown on all promoted packs/cartons within select markets. Details will follow as they become available.

Pack Outlets:

The pack promotion will not include an on-pack incentive. The primary communication/offer of the display will be the sweepstakes with the additional bonus of offering consumers a free, take-one catalog. The display will hold 60 packs (any style Virginia Slims at the discretion of the FSF). The kit will contain: One 60 pack set sell (which includes a 100 sheet sweepstakes tearpad on the base), a detachable catalog take-one box, 60 V-Wear catalogs and a poster.

Carton Outlets:

The carton portion will not include an on-carton incentive. The primary communication/offer of the display will be the sweepstakes with the additional bonus of offering consumers a free, take-one catalog. The display will hold 30 cartons (any style Virginia Slims at the discretion of the FSF). The kit will contain: One 30 carton display (which includes a 100 sheet sweepstakes tearpad on the base and catalog take-one box on the header), 30 V-Wear catalogs and a poster.

Special Notes:

The display dimensions are not available at this time, however they are expected to fall within the standardized guidelines.

There will be a distributor assembly allowance of $24/12M for the pack displays and $12/12M for the carton display. Virginia Slims packings used are at Field discretion.

Geography

This promotion will focus on Virginia Slims 44 key markets. This list represents a change from the February promotion as we have redefined our markets to defend in strong Misty growth markets. The 11 new markets are marked in bold on the attached market list.

Trade Classes

This promotion is targeted for retail masters pack and carton outlets (100 CPW+).

Allocations

Allocations are based on achieving 100% coverage of all pack and carton retail I masters accounts 100 CPW+. An incremental allocation is included and based on each sections fare share of total stores within the market list.

Source: https://www.industrydocuments.ucsf.edu/docs/jskn0004

Clearance / Execution Approval

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M. Suter _____

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